

**Remarks****35 U.S.C. §102**

The Examiner has rejected claims 10 and 12 to 20 under 35 U.S.C. §102(e) as being anticipated by Kirsch (US6466966).

Applicant submits for the Examiner's consideration two diagrams illustrating schematically the respective different processes of the present application and Kirsch.

In Kirsch (claim 1 for example), it can be seen that there is defined a relationship between a first server system, a second server system logically external to the first server system and a client web browser on a client computing device. The first server system is arranged to provide a web page to the client with an embedded URL reference to a web page served by the second server system (column 7, lines 10 to 13). In order that the first server system can track the number of instances that client web browsers access embedded URLs for second server system web pages in web pages served by the first server system, selection of the embedded URL by the client web browser results in an HTTP transaction with the first server system rather than with the targeted second server system (column 7, lines 14 to 17). Thus, the information stored in the embedded URL first served to the client web browser by the first server system is returned to the first server system even though the second server system is the target of the embedded URL. The first server system then provides a redirection response to the client web browser including a reference to the second server system to enable the web browser to connect to the second server system. Thus, it is clear that the first server system must have prior knowledge of the second server system and must therefore store knowledge of all

such second server systems for which it provides embedded URLs in web pages served to client browsers.

In contrast, the web based information system (akin to the first server system of Kirsch) as defined by claim 10 of the present application is arranged such that it has no (and never has any) information about the information receiver. Consequently, Kirsch does not teach all of the claims limitations of claim 10 which is therefore not anticipated by Kirsch.

It is also noted that Kirsch does not disclose an "information receiver" as would be understood by a skilled addressee within the context of the present invention. Kirsch discloses a second server system arranged to serve web pages to client web browsers.

The system of claim 10 of the present application makes a useful contribution to the art in that it enables information (such as a telephone number or TV program data) to be conveyed from a web based information system to an information receiver (such as a suitably enabled telephone set or a video recorder) without the web based information system knowing or needing to know the identity/address/location of the information receiver. Consequently, the web based information system is not burdened with maintaining a vast database of data on all information receiving devices or systems nor are the operators of such information receivers burdened with having to provide data about their information receivers (i.e. register) to the web based information system.

Independent claim 12 is the method counterpart of claim 10 so the foregoing analysis applied equally thereto. Claim 12 is therefore not anticipated by Kirsch.

Independent claim 15 is directed to a redirection server. In Kirsch, the first server system comprises the redirection server. It is implicit from claim 15 that the web

server for redirecting (redirection server) is a separate entity to that of the web based information system (akin to the first server system of Kirsch). Thus, claim 15 is not anticipated by Kirsch.

Independent claim 18 is a computer program counterpart to claim 15 and so is also not anticipated by Kirsch.

Referring to independent claim 19, it will be noted that in Kirsch the first server system provides the client web browser with a redirection message including a reference to the second server system such that the client web browser can send an HTTP request to the second web server to request a web page. Thus, Kirsch does not disclose a client web browser that is arranged to generate cookies for each of an information receiver and a redirection server. Also, as previously noted, Kirsch does not disclose an "information receiver". Consequently, claim 19 is not anticipated by Kirsch.

Since claims 13, 14, 16, 17 and 20 depend from independent claims that are not anticipated by Kirsch, these claims are also not anticipated by Kirsch.

### 35 U.S.C. §103

The Examiner has rejected claims 1 to 3, 5 to 9, 11, 16, 19 and 20 under 35 U.S.C. §103(a) as being unpatentable over Kirsch in view of Narendran (US6070191).

As already discussed herein, Kirsch discloses a first server system that must have knowledge of a second server system to which it redirects a client web browser. In contrast, as defined by claim 1 of the present application, the first web entity is arranged such that it has no knowledge of the second web entity. Also, in Kirsch, the first server system comprises the redirection server whereas in the present invention as defined in claim 1, it is implicit that the redirection server is a separate

entity to the first web entity. Further, in Kirsch, there is no concept of the client web browser being arranged to provide "additional information" to the second server system whereas in the present application the client web browser provides additional information to the second web entity, said additional information being provided by the first web entity.

The method of claim 1 of the present application makes a useful contribution to the art in that it enables additional information (such as a telephone number or TV program data) to be conveyed from a first web entity to a second web entity (such as a suitably enabled telephone set or a video recorder) without the first web entity knowing or needing to know the identity/address/location of the second web entity. Consequently, the first web entity is not burdened with maintaining a vast database of data on all second web entities nor are the operators of such second web entities burdened with having to provide data about their second web entities (i.e. register) to the first web entity.

There is nothing in the disclosure of Narendran that would enable a skilled addressee to overcome the failings of Kirsch as regards the method of the present invention as defined by claim 1.

Also, a skilled addressee would not seriously contemplate modifying Kirsch as a means of arriving at the method of claim 1 since, in order to do so, he/she would have to go directly against the teaching of Kirsch which has a requirement that the first server system must have knowledge of the second server system. The whole point of the present invention is that the first web entity does not (and need not) have information pertaining to the second web entity. Thus, it is not disadvantaged in having to maintain a database of information for a plurality of second web entities. Nor are operators of such second web entities burdened with having to register (provide information about) their second web entities to said first web entity.

Consequently, the combination of Kirsch and Narendran does not teach all the claims limitation of claim 1 nor could this combination lead a skilled addressee to the method defined by claim 1.

Since claims 2, 3 and 5 to 9 are dependent from claim 1, these claims are also not rendered obvious by the combination of Kirsch and Narendran.

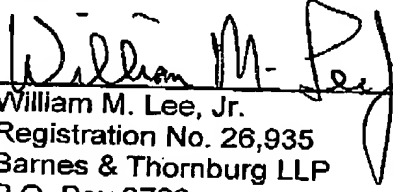
The rejection of claims 11, 16, 19 and 20 under 35 U.S.C. §103(a) is moot in view of the foregoing.

In view of the foregoing, it is submitted that the claims as presented herein define an invention that is both novel and not rendered obvious by Kirsch or rendered obvious by the combination of Kirsch and Narendran.

Favorable reconsideration of the claims is therefore requested.

August 8, 2005

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